MAY 12 1947

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5					10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

RUTH FINLEY, Editor
44 WEST 52nd STREET

FRANCES HUGHES Associate Editor
NEW YORK 19, N.Y.

El.dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MAY 9, 1947

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Friday May 9	MAKE-UP OF FASHION MAGAZINE ON EXHIBITION	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Display of layouts, sketches, photographs, dummy pages and proofs, to demonstrate the make-up of a fashion magazine. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		
May 11	MOTHER'S DAY (Sunday)		

WEEK BEGINNING MONDAY, MAY 12, 1947

Monday May 12 1:00 P.M. Luncheon	NEW SUMMER COTTONS AT LUNCHEON SHOWING	MARY LEWIS	ST. REGIS HOTEL ROOF
	"Here comes the well-dressed girl, and she's wearing Mary Lewis clothes"--a showing of new Summer cottons by Mary Lewis. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Mary Lewis Publicity: Rosemary Sheehan, CI. 7-8060. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Monday May 12 4:00 P.M. Cocktails	PRESS SHOWING OF NEW FALL BLOUSES	JUDY KENT BLOUSES	HAMPSHIRE HOUSE COTTAGE
	Fall opening of new Judy Kent Blouses at a showing for the press. Show promptly at 4:15 P.M. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 3-1267.		
Monday May 12 5:00 P.M. Cocktails	HAIR FASHION REVUE AND COCKTAIL PARTY	BERNORD AZ GURO (441 MADISON AVE.)	WALDORF-ASTORIA WEST FOYER
	Guro presents Summer coiffures based on the principle of basic, convertible, plastic foundation. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.		
Monday May 12 8:30 P.M.	"WHY COLUMNISTS?" ANNUAL FORUM	N. Y. NEWSPAPER WOMEN'S CLUB	TOWN HALL 113 WEST 43RD ST.
	"Why Columnists?"--annual forum of the New York Newspaper Women's Club. Speakers: Sevellon Brown, Publisher and Editor, Providence Journal and Bulletin; Foster Hailey, Editorial Writer and Correspondent, N.Y. Times; Malvina Lindsay, Columnist, Washington Post; Victor Riesel, Columnist, N.Y. Post; and Robert Ruark, Columnist, N.Y. World-Telegram. Tickets: $1.20-$2.40, proceeds for Club's Educational Fund. Contact: New York Newspaper Women's Club, Room 238, Hotel Biltmore, MU. 4-9120.		
Monday May 12 9:00 P.M.-4:00 A.M.	"NUIT DE FRANCE" ANNUAL BALL	LA MAISON DE FRANCE (610 FIFTH AVE.)	WALDORF-ASTORIA GRAND BALLROOM
	First annual ball presented by La Maison de France, Inc., under the auspices of Henri Bonnet, French Ambassador to the United States. Chairman: Grover Whalen. For tickets at $18.00 and $25.00, contact: EL. 5-3000, Ext. 4F. Publicity: La Maison de France, CO. 5-5100.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 12	FALL COLLECTIONS FOR JUNIORS	JUNIOR DRESS CREATORS GUILD OF NEW YORK, INC.	INDIVIDUAL NEW YORK SHOWROOMS

The following members of the Junior Dress Creators Guild of New York will present their Fall collections:

Monday May 12: SILVER JUNIOR
Tuesday, May 13: BABS JUNIOR, INC.
Monday, May 19: JOHN IRWIN DRESSES
Tuesday, May 20: ARKAY JUNIOR FROCKS, INTERNATIONAL JR., JOANNE JR.--ZINN BROS., MAIRELL JR., MARGOT DRESSES, MODERN AGE JR., YOUNG AMERICAN DEB.
Tuesday, May 27: IRA RENTNER-MILLER

Contact individual manufacturers.

Monday May 12	OPENING OF FALL COLLECTION	PATRICIA ROBERT CO.	244 WEST 39TH STREET SHOWROOM

Opening of Fall collection of women's dresses in half-sizes. Contact: Mr. Ginsburg, LO. 5-0358.

Beginning Monday May 12	OPENING OF FALL LINES	FASHION ORIGINATORS GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS

Guild members who will present their lines include:

Monday, May 12
DEITSCH, WERSBA & COPPOLA

Monday, May 19
BEN BARRACK, INC.
CARLYE DRESS CORP.
A. GOODMAN & CO., INC.
JOSEPH HALPERT
HORWITZ & DUBERMAN
PAUL SACHS ORIGINALS

Tuesday, May 20
FRED GREENBERG DRESS CO.
JUNIOR LEAGUE FROCKS INC.
MORRIS & MARCUS
PARNIS-LIVINGSTON, INC.
SUZANNE-AUGUSTINE, INC.
HANNAH TROY, INC.

Wednesday, May 21
JANET TAYLOR

Thursday, May 22
CAPRI FROCKS, INC.
LA RUE DRESSES, INC.
DAVID LEONARD & LEVINE

Friday, May 23
SAMUEL KASS GOWNS

Monday, May 26
FOX BROWNIE, INC.
ED GERRICK
KAPLAN & GRABOIS

Tuesday, May 27
INTERNATIONAL DRESS CO.
BEN REIG, INC.
C. H. D. ROBBINS CO.
MARTIN SIMON, INC.
HERBERT SONDHEIM

Wednesday, May 28
HANSEN BANG, INC.
MARY LEE, INC.

Thursday, May 29
FRANK STARR, INC.

Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.

May 12 SAN FRANCISCO FALL MARKET SHOWINGS OF MANUFACTURERS' & WHOLESALERS' ASSN.

May 12 FORMAL OPENING OF FALL LINES IN ST. LOUIS.

Tuesday May 13 10:30 A.M. Breakfast	PREVIEW OF SPORTSWEAR STYLED BY McGREGOR	SEVERAL STORES (LISTED BELOW)	WALDORF-ASTORIA ASSEMBLY ROOMS

"Action Under the Sun" -- showing of a colorful collection of Spring and Summer sportswear designed for men by McGregor, given by B. Altman, Kresge-Newark, Gertz (Jamaica), Loeser's (Brooklyn), Langdon Shops, (Westchester) and other Metropolitan stores. Show, in six scenes, depicts activities under the sun: Tennis, golfing, yachting, walking, swimming and barbecuing. Attendance by invitation. Publicity: Ruth Farrell, Bert Nevins, Inc., WI. 7-9715.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 13 10:30 A.M.- 4:00 P.M.	FIRST ANNUAL FASHION SHOW AND CLINIC	INFANTS' AND CHILDREN'S WEAR BUYERS ASS'N, INC.	HOTEL PLAZA, BALLROOM AND TERRACE ROOM

The Infants' and Children's Wear Buyers' Association will hold its first annual fashion show and clinic, with a forum in the morning from 10:30 A.M. to 12:00 Noon, at which the following speakers will discuss the children's market from economic and fashion angles: Anna M. Rosenberg, Public and Labor Relations Counsel; Sally Victor; Marcus Nadler, Professor of Economics, N. Y. U.; Hope Skillman, President, Skillmill; Raymond Bartlett, Sales Mgr., Women's Division, Botany Woolens on "Wool Futures". This will be followed by a fashion showing of new merchandise to be presented during luncheon. Tickets for forum and luncheon: $10.00 for members; $12.50 for non-members. Press by invitation. Director and Publicity: Mildred Kaldor, BR. 9-9399.

Tuesday May 13 4:00 P.M. Cocktails	"AT HOME" FASHIONS COCKTAIL SHOWING	GREY ROOM DESIGNS	4 WEST 56TH STREET SALON

Presentation of hostess and dinner-at-home dresses, lounging and dinner pajamas, beach clothes, negligees, and lingerie designed by Jane Derby, exclusively for Grey Room Designs. Press by invitation. Publicity: Nona James, VO. 5-3440.

Tuesday May 13 4:30 P.M.- 6:00 P.M. Tea	MILLINERY TEA AND FASHION SHOW	MILLINERY CREATORS' GUILD	HOTEL PIERRE COTILLION ROOM

The Millinery Creators' Guild will show its Fall collections to buyers and the press. Members showing include: Harryson Hats, Bernice Charles, G. Howard Hodge, Jeanne Tete, Edgar J. Lorie, Milgrim Hats, Germaine Montabert, Vogue Hats-Garfunkel Makers. Attendance strictly by invitation. Publicity: Ruth Weintraub, PL. 3-2117.

Wednesday May 14 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

"What Kind of House Will We Have to Furnish from 1948 on," -- a round-table discussion with Alfred Auerbach as master of ceremonies. The experts: Edward D. Stone, architect, New York City; Paul Schweikher, architect, Roselle, Illinois (two of the architects whose houses are pictured in the April 28th issue of "Life" Magazine in a 15-page feature called "Three Modern Houses"); and Colonel Arthur E. Allen, who is architect for Gross-Morton Homes, Jamaica and Garden City, and builder of over 27,000 Long Island homes. Price: $3.10 for members, $3.50 for guests. Contact. Fashion Group, Inc., CI.7-3940.

Wednesday May 14 12:15 P.M. Luncheon	"FASHION EXTRAVAGANZA"	NAT'L ASSOCIATION OF CREDIT MEN	HOTEL PENNSYLVANIA GRAND BALLROOM

Presentation of the fabulous fashion production "Fashion Extravaganza" at the Golden Jubilee Convention of the National Association of Credit Men, in connection with their National Convention from May 11th to May 15th. Immediately after luncheon, at 1:30 P.M., there will be a fashion show to be attended by over 700 wives of delegates and women credit executives from all over the country. Presentation of clothes, furs, and accessories by Florence Lustig; shoes by Mackey-Starr exclusively at Florence Lustig; hats by Walter Florell; and precious jewels by John Rubel. Commentator: Maggi McNellis. Written and staged by Mona Manet. For newspaper fashion press and radio press, by invitation only. Contact: Mortimer J. Davis, LE. 2-7900.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 14 12:30 P.M. Luncheon	ANNUAL TOILET GOODS CONVENTION & AWARD	TOILET GOODS ASS'N (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
	The Charles S. Welch Memorial Award for outstanding packaging will be presented to the winner for 1947 during luncheon on Wednesday, May 14. (Convention from May 14 to May 16.) Attendance by invitation only. Contact: Karl Voss, Toilet Goods Convention Committee, Room 630, Chrysler Building, New York 17, or CO. 5-5443.		
Wednesday May 14 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	CLAIRE McCARDELL	WALDORF-ASTORIA SERT ROOM
	Summer collection of playclothes, bathing suits and evening gowns by Claire McCardell of Townley Frocks. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: Kathe Beal, LO. 5-4285. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday May 14 3:30 P.M.	PRESS SHOWING: CUSTOM-ORDER COLLECTION	ZOE DE SALLE	18 EAST 53RD ST. SALON
	Zoe de Salle will present a press preview of her exclusive custom-order collection of gowns and millinery. Attendance by invitation only. Contact: Zoe de Salle, PL. 3-0396.		
Cancelled May 14	THE EDMARK GOWNS FASHION SHOW, ORIGINALLY SCHEDULED FOR WEDNESDAY, MAY 14, HAS BEEN CANCELLED.		
Postponed May 14	SHOWING OF FALL COLLECTION OF VARDEN PETITES AND CASUALS, ORIGINALLY SCHEDULED FOR WEDNESDAY, MAY 14, HAS BEEN POSTPONED TO THURSDAY, MAY 22 AT LUNCHEON. (See Page 7).		
Thursday May 15 12:00 Noon-7:30 P.M.	OPENING OF COTTON SHOP--FASHION SHOW	ABRAHAM & STRAUS	2ND FLOOR CENTRAL BLDG.
	Opening of A & S's Cotton Shop, and showing of Henry Rosenfeld's summer fashions. Open to public. Publicity: Virginia Jewel, TR. 5-7200.		
Thursday May 15 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	LADDIE NORTHRIDGE	CHATHAM HOTEL VANDERBILT AT 48TH
	Opening of "The Chatham Walk" with a "gay fashion fiesta" by Laddie Northridge. Press by invitation. Public by reservation. For reservations, contact: "Herman", VO. 5-5400. Laddie Northridge Publicity: Elizabeth Maher Assoc., EL. 5-4248. Hotel Chatham Publicity: Suzanne Jordan, VO. 5-5400.		
Thursday May 15 3:00 P.M.	VACATIONLAND FASHION PRESENTATION	MARTIN'S BROOKLYN	5TH FLOOR
	Opening of Martin's new Vacationland Shop with a showing of casual and resort fashions. Open to public. Publicity: Kay Connelly, TR. 5-3100.		
Thursday May 15 4:00 P.M.	"RENAISSANCE OF FASHIONS"	NORBERT JAY	ST. REGIS HOTEL LOUIS XVI ROOM
	Norbert Jay will present his Fall collection, a "Renaissance of Fashions" at the Hotel St. Regis. Press and resident buyers by invitation. Publicity: Nona James, VO. 5-3440.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 15	MALE-TESTED FASHION SHOW	COSMOPOLITAN MAGAZINE	STORK CLUB BLESSED EVENT ROOM
5:00 P.M.	Presentation of new suits at Cosmopolitan's male-tested fashion show. Attendance strictly by invitation. Under direction of Hinda Gould, fashion editor, CO. 5-7300.		
Beginning Thursday May 15	SHOWING OF FALL COLLECTION	EMILY WILKENS' YOUNG ORIGINALS	NEW YORKER HOTEL
	Emily Wilkens, of Young Originals, will present a trade showing of her Fall Collection of Young Originals, beginning May 15, at the New Yorker Hotel. By appointment. Contact: BR. 9-3336.		
May 15	STRAW HAT DAY IN SOME CITIES.		
Friday May 16	FASHION SHOWING OF FALL COLLECTION	INWOOD COATS (512 SEVENTH AVE.)	HOTEL PIERRE COTILLION ROOM
12:30 P.M. Luncheon	Luncheon and fashion show for the press of Fall and Winter collection of "Petite Parisienne" Inwood coats and suits, including the Paris Originals from which these styles have been copied or adapted. Agency handling the account: Chernow Company, Account Executive: Miss Shields. Publicity for Inwood: Paul Amsterdam, LA. 4-0449.		
Monday May 19	PRESS SHOWING OF FALL LINE	MARY STEVENS	498 SEVENTH AVENUE SHOWROOM
11:30 A.M.- 12:30 P.M.	Mary Stevens of Mutual-Rosenbloom will show highlights from her Fall Collection to the fashion press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Monday May 19	PRESS SHOWING OF FALL COLLECTION	MILDRED O'QUINN (29 WEST 56TH ST.)	ST. REGIS HOTEL PRIVATE SUITE
4:00 P.M. Cocktails	Mildred O'Quinn will present her Fall collection to the press at the St. Regis Hotel, Private Suite, 2nd Floor. Attendance by invitation only. Contact: Miss Marion, CI. 6-0636.		
Monday May 19	FASHION SHOWING OF McKETTRICK CLASSICS	GIMBEL BROTHERS	3RD FLOOR CASUAL SHOP
6:00 P.M.	Summer dresses in McKettrick Classics for misses and women with some maternity fashions. Open to public. Publicity: Jane Daily, PE. 6-5100.		
Beginning Monday May 19	OPENING OF FALL SPORTSWEAR LINES	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS

The Fall Openings of the members of the Sportswear Guild will begin on the earliest date since the Guild's inception. Members include:

Monday, May 19
STAR-MAID DRESSES, INC.

Tuesday, May 20
ADLER & ADLER, INC.
KANE-WEILL, INC.

Wednesday, May 21
DAVIDOW
DAVID M. GOODSTEIN, INC.
MUTUAL-ROSENBLOOM CO.
SPORT-CRAFT

Thursday, May 22
CHARLES W. NUDELMAN, INC.
ZOLTAN ROSENBERG

Contact individual manufacturers.

May 19 CALIFORNIA APPAREL CREATORS FALL MARKET OPENINGS IN LOS ANGELES.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 19	OPENING OF FALL COLLECTION	STYLE TRADES	498 SEVENTH AVE. SHOWROOM
	Style Trades presents its Fall Collection of NanTucket Naturals in specially selected Botany fabrics. Contact: WI. 7-1061.		
May 19-June 15	SHOWING OF FALL COLLECTIONS BY ST. LOUIS DRESS AND SPORTSWEAR HOUSES AT THE NEW YORKER HOTEL. Contact individual manufacturers.		
Beginning Monday May 19	OPENING OF FALL LINE	FRANCES SIDER (1384 BROADWAY)	SHOWROOM
	Opening of Frances Sider's Fall line of blouses, playclothes and separates. By appointment. Contact: Ann Rabin, BR. 9-3790.		
May 19	ANNUAL NATIONAL COTTON WEEK (May 19-May 24).		
Tuesday May 20 10:00 A.M. Breakfast	PRESS PREVIEW: FALL COLLECTION	ELEANORA, INC.	9 EAST 47TH ST. SHOWROOM
	Eleanora presents her first Fall showing of gowns and dresses for women at a press breakfast. Attendance by invitation only. Publicity: Alyce Gregg, PL. 8-1475.		
Tuesday May 20 3:30 P.M.	"CALLING ALL GIRLS" FALL PREVIEW	CALLING ALL GIRLS MAGAZINE	RITZ-CARLTON HOTEL GRAND BALLROOM
	Calling-All-Girls' "Back-to-School Treasure Hunt"--a preview of back-to-school fashions for teens staged for retailers and advertising agency executives. Fashions shown will be featured and advertised in the August and September issues of the magazine. Manufacturers of teen apparel and merchandise will be invited to attend the cocktail party following the fashion show. Attendance by invitation only. Publicity: Nancy Pepper, fashion editor, MU. 5-4400.		
Tuesday May 20 3:30 P.M.; 5:30 P.M.	FASHION SHOWING OF NEW ACCESSORIES	LUCIENNE HARANG (135 EAST 39TH ST.)	ST. REGIS HOTEL PENTHOUSE SUITE
	Showing of fashion accessories by Lucienne Harang. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.		
Wednesday May 21 3:00 P.M. Cocktails	COLLECTION OF "ONE WORLD" FASHIONS	SIMON COHEN & CO. (512 SEVENTH AVE.)	RITZ CARLTON HOTEL GRAND BALLROOM
	New Fall collection of Junior Deb originals--coats, suits, raincoats, etc., with the introduction of a new line of "JD" ensembles--two-piece dress-jacket combinations, introducing fur-trimmed coats. Attendance by invitation only. Publicity: Bea Baris, LO. 3-6759.		
Wednesday May 21 4:30 P.M. Cocktails	FALL SHOWING FOR PRESS AND TRADE	ETA	HOTEL PLAZA TERRACE ROOM
	Eta will present her new Fall fashions--"Years Of Grace" to the press and trade. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.		
Thursday May 22 9:00 A.M. Breakfast	FALL COLLECTION OF SPORTSWEAR AND BLOUSES	del MAR SPORTSWEAR (1400 BROADWAY)	HOTEL PIERRE COTILLION ROOM
	Opening of del Mar's Fall Collection of sportswear and blouses, including a group of Back-to-School fashions -- all designed by Clifford. For press and trade, by invitation only. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Publicity: Mildred Kaldor, BR. 9-9399.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 22 12:00 Noon Luncheon	PRESS PREVIEW: FALL COLLECTION	VARDEN PETITES AND CASUALS	530 SEVENTH AVENUE SHOWROOM
	Presentation of Fall Collection of Varden Petites and Casuals. Commentator: Helen Faith Keane. Showing promptly at 12:00 noon, to be followed by luncheon. For press only, by invitation. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.		
Thursday May 22 12:30 P.M.	SHOWING OF SUMMER CASUAL FASHIONS	SAKS 34TH STREET	3RD FLOOR
	Summer fashions by Henry Rosenfeld will be presented at the Saks 34th Casual Dress Dept. Showings at 12:30 P.M., 4:00 P.M., and 6:00 P.M. Open to public. Publicity: Frances Eisner, LA. 4-7000.		
Thursday May 22 4:00 P.M. Cocktails	SHOWING OF BACK-TO-SCHOOL FASHIONS	CROMPTON-RICHMOND	RAINBOW LOUNGE RCA BUILDING
	Showing of Back-to-School wardrobe in coordinated colors of Crompton corduroy. These styles are being featured in the entire fashion section of McCall's magazine in August. Attendance strictly by invitation. Contact: Ann De Cesare, John A. Cairns & Co., OR. 4-5600.		
Friday May 23 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	DAVID S. WESTHEIM CORP.	1400 BROADWAY SHOWROOM
	Tilli, "guardian angel to people with taste on a budget", shows her new Fall Collection to the press. Coffee will be served. Attendance by invitation. Publicity: Stephanie Frey, of Robbins & Barber, MU. 5-0863.		
Friday May 23 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL ORIGINALS	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
	Buffet luncheon and showing of Anna Miller's Fall line at her Showroom, 17th floor. By invitation only. Publicity: Mildred Kaldor, BR. 9-9399.		
Saturday May 24 11:30 A.M.-4:00 P.M.	FASHION CONTEST FOR "MISS COLLEGE PLAYTIMER"	ABRAHAM & STRAUS BROOKLYN	3RD FLOOR EAST BUILDING
	Annual contest with 13 colleges in Greater Manhattan offering a candidate to be selected as "Miss College Playtimer". Junior sportswear will be modeled in the A & S Junior Beach and Sportswear Dept. The winner will be crowned at 4:00 P.M. and awarded a prize of $25.00 worth of A & S merchandise. Open to public. Publicity: Virginia Jewel, TR. 5-7200.		
Monday May 26 2:45 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
	Preview of Fall collection of Paul Parnes dresses and suits. Cocktails at 2:45 P.M. Showing promptly at 3:00 P.M. No one admitted after show begins. Commentator: Helen Faith Keane. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.		
Monday May 26 4:15 P.M. Cocktails	PRESS PREVIEW OF FREDRICA FURS	SCHWARTZ & BLUESTEIN	345 SEVENTH AVENUE 16TH FLOOR
	Haute Couture in Precious Furs -- presenting Fredrica's newest and most stimulating Fall and Winter Collection at a private cocktail party for the press, with showing at 4:15 P.M. sharp. Attendance by invitation only. Trade showing on Tuesday, May 27 at 2:00 P.M. and daily thereafter at 10:00 A.M. and 2:00 P.M. Monday through Friday. Contact: Peg Wilson, CH. 4-8685.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 27 12:15 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION	MARY BLACK OF LONDON	HOTEL PLAZA TERRACE ROOM
	Showing of Mary Black's new Fall Collection during luncheon. (More details later.) Attendance by invitation only. Publicity: Stephanie Frey, of Robbins & Barber, MU. 5-0863.		
Tuesday May 27 4:30 P.M.- 6:30 P.M. Cocktails	SHOWING OF FALL COLLECTION	KIVIETTE	RAINBOW ROOM ROCKEFELLER CENTER
	Designer collection of unusual costumes for Fall, 1947, including suits, daytime dresses, cocktail and evening gowns. Showing for press and trade by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.		
Tuesday May 27	OPENING OF FALL COLLECTION	PHILIP MANGONE	500 SEVENTH AVE. SHOWROOM
	Showings by appointment. Contact: Don Weherly, PE. 6-2204.		
Wednesday May 28 1:00 P.M. Luncheon	SHOWING OF SUMMER TOWN FASHIONS	RUSSEKS	HOTEL CHATHAM VANDERBILT AT 48TH
	Russeks will parade the little cafe dress for Summer, in a showing at "The Chatham Walk". Press by invitation. Public by reservation. For reservations, contact "Herman", VO. 5-5400. Russeks Publicity: Helen Moran, WI. 7-1900. Chatham Publicity: Suzanne Jordan, VO. 5-5400.		
Postponed May 28	THE MAXIMILIAN PRESS PREVIEW OF FUR FASHIONS, ORIGINALLY SCHEDULED FOR WEDNESDAY, MAY 28, HAS BEEN POSTPONED TO MONDAY, JUNE 9. (See Page 9).		
May 30	MEMORIAL DAY (Friday).		
Friday May 30 12:00 Noon- Midnight	NORTHAMPTON COUNTRY FAIR AND AUCTION	SMITH COLLEGE	WIGGINS TAVERN AND HOTEL
	A Country Fair and evening dance for the Smith College 75th Anniversary fund, with auctions, square dances, food exhibits, participation games, costume and jewelry displays, antiques; and a radio show. Tie-ups for fashion, food, antique, radio, merchandising promotions and features. Press invited. Contact: Ann Edison, Boca Raton Club, 730 Fifth Ave., CO. 5-5337.		
Monday June 2- June 14 10:30 A.M.- 11:00 P.M.	INTERNATION EXPOSITION OF TEXTILES	EXHIBITIONS OF FASHIONS (36 WEST 47TH St.)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
	Textiles of the future for fashions of the future 'round the world will be shown at the First Annual International Exposition of Textiles. Newest developments in all phases of the textile-apparel field (including fabrics, accessories and factory equipment) will be combined. The entire four floors of Grand Central Palace will be turned into a giant stage spotlighting advancements in fashion products for men's and women's apparel from the United States as well as Italy, Holland, France, Great Britain, Czechoslovakia, Switzerland, Latin-America and other noted textile centers. Special auditorium will highlight "live" shows. Admission: Educational tickets 63¢ plus tax for high school, college and vocational school students, dressmakers and interior decorators. General public tickets: $1.00 plus tax. For all those identified with the fashion industry, there will be no admission charge during June 2-7. Tickets for trade week can be obtained through exhibitors or at Exhibitions of Fashion. Contact: Dee Edwards, Bert Nevins, Inc., WI. 7-9715.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 3 4:00 P.M.-6:00 P.M.	PRESS SHOWING: TEEN-AGE FASHIONS	TEENTIMERS (1359 BROADWAY)	ST. REGIS HOTEL PENTHOUSE SUITE
	Back-to-School fashions for teenagers at a cocktail party for the press. Attendance by invitation only. Publicity: Dale Dilworth, CH. 4-7664.		
Wednesday June 4 4:00 P.M.-6:00 P.M. Cocktails	FALL SHOWING FOR THE PRESS	SUPERB GLOVE CO.	240 MADISON AVENUE 2ND FLOOR
	Cocktail party and fashion presentation of Crescendo fabric gloves and leather gloves by Superb, designed by Hildegard, at the opening of Superb's showroom. Commentary: Vyvyan Donner. Attendance by invitation only. Publicity: Aileen Platt, MU. 3-3841.		
Thursday June 5 10:30 A.M.; 2:30 P.M.; 5:00 P.M.	SHOWING OF NEW FALL FASHIONS AND MOVIE	SAM FRIEDLANDER	HOTEL ASTOR GRAND BALLROOM
	At 10:30 A.M. and 2:30 P.M. Sam Friedlander will premiere his new Fall fashions to the press, introducing the new silhouette for 1947. Attendance by invitation only. At 5:00 P.M. there will be a special showing of the twenty Moyen Originals featured in the second "Fantasy in Fashion" motion picture, for those participating in the motion picture promotion. Contact: PE. 6-2663.		
Monday June 9 4:00 P.M.-6:00 P.M. Cocktails	PRESS PREVIEW: FUR FASHIONS	MAXIMILIAN	HOTEL PLAZA GRAND BALLROOM
	Maximilian is presenting to the press his trend-setting Fall and Winter collection of fur designs. (This showing was postponed from Wednesday, May 28.) Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-6080.		
Wednesday June 11 4:00 P.M.-7:00 P.M. Cocktails	NAT'L SEWING CONTEST FASHION SHOWING	NAT'L NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
	7th annual National Sewing Contest fashion show and cocktail party, at which 8 national prize-winning and 30 other garments from 41 major U.S. cities will be modeled. Press invited. Publicity: Grace Turner, MU.2-6560.		
Thursday June 12-June 21 11:00 A.M.-11:00 P.M.	THE FASHION FAIR	LEADER ENTERPRISES, INC.	MADISON SQ. GARDEN EXPOSITION HALL
	Exposition of all aspects of the fashion apparel and related industries--from lingerie to mink and diamonds--with music, choreography and design to dramatize the products. The Fair will occupy Madison Square Garden Exposition Hall, at one end of which there will be a stage where the creations of America's leading designers, and living fashions from Mademoiselle and Charm magazines, will be presented at four fashion shows daily. The remainder of Exposition Hall will be devoted to a "Midway of Fashion", featuring other fashion displays and live shows built around them. Honorary Chairman: Governor Thomas E. Dewey. Chairman: Tex McCrary, radio and television producer. Producer: Leon Leonidoff, Radio City Music Hall. Designer: Raoul Pene duBois, Broadway and Hollywood stage designer. Executive Director: Lester Stone. Merchandising Director: Sam Cook Singer. Fashion Councilor: June Hamilton Rhodes, Bureau of Fashion Trends. Executive Secretary: Shirley Spaulding, Fashion Director of Fashion Trades. Cost for exhibitors: $750 to $6500. Tickets: $2.00 (plus tax). A percentage of box office proceeds will be donated to the Society of Memorial Center. Contact: Shirley Spaulding, The Fashion Fair, 630 Fifth Avenue, CI. 7-2496.		

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Beginning Friday May 9

SECOND WEEK: CARNEGIE "POP" CONCERTS CARNEGIE HALL, 7TH AVE. & 57TH ST.
Friday, May 9--"Young Stars of the Opera". Conductor: Ann Kullmer. Soloists: Graciela Rivera, soprano; Ramon Vinay, tenor; Norman Young.
Saturday, May 10--"Chopin-Schubert". Conductor: David Broekman. Soloists: Elizabeth Wysor, contralto. Charles Holland, tenor. Donald Hodges, pianist.
Sunday, May 11--"Musical Comedy Night". Conductor-pianist: Bert Shefter. Soloists: Jane McGowan, contralto; Lawrence Winters, baritone; Brian Sullivan, tenor; Al Fanelli, pianist. Narrator: Irving Caesar.
Monday, May 12--"Jazz at the Philharmonic". Norman Granz. Jazz soloists.
Tuesday, May 13--"Gilbert-Sullivan". Conductor: James Guthrie. Soloists: Xenia Banks, soprano; Christina Johnson, contralto; Margaret Roy, soprano; Davis Cunningham, tenor; Wilton Clary, baritone.
Wednesday, May 14--"Stars of Radio." Conductor: Bert Shefter. Soloists: Mary Small, contralto; Del Casino, baritone; radio stars.
Publicity: Alix Williamson, VA. 6-1466.

Wednesday May 14

OPENING: "PORTRAIT IN BLACK" BOOTH THEATRE, 45TH ST., W. OF B'WAY
David Lowe and Edgar F. Luckenbach, Jr., present a new mystery play by Ben Roberts and Ivan Goff, with Claire Luce, Donald Cook, Sidney Blackmer, and Dorothy Jackson. Directed by Reginald Denham. Settings by Donald Oenslager. Publicity: Karl Bernstein, CI. 6-0427.

Wednesday May 14

PREMIERE: "THE OTHER LOVE" (Movie) RIVOLI THEATRE, B'WAY & 49TH ST.
United Artists drama based on an Erich Maria Remarque novel, about a pretty concert pianist, with Barbara Stanwyck, David Niven, Richard Conte, and Gilbert Roland. Producer: David Lewis. Director: Andre de Toth. Costumes: Edith Head. Publicity: Tess Michaels, CI. 5-5000.

Wednesday May 21

PREMIERE: "THE IMPERFECT LADY" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount Pictures drama about a young actress faced with a choice between the furthering of her husband's career and a man's life. Cast includes Ray Milland, Teresa Wright, Sir Cedric Hardwicke, Virginia Field, and Anthony Quinn. Directed by Lewis Allen; produced by Karl Tunberg. Costumes: Dorothy O'Hara. Publicity: Aileen St. John Brenon, BR. 9-8700.

Friday May 23

PREMIERE: "THE BRASHER DOUBLOON" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century-Fox mystery drama based on a story by Raymond Chandler, with George Montgomery and Nancy Guild. Director: John Brahm. Producer: Robert Bassler. Costumes: Eleanor Behm. Publicity: Jeannette Sawyer, CO. 5-3320.

Friday May 23

RE-ISSUES: "THE SEA HAWK"; "THE SEA WOLF" STRAND THEATRE, B'WAY & 47TH
Re-issues of two Warner Brothers movies--"The Sea Wolf", based on Jack London's novel, with Ida Lupino, John Garfield, Alexander Knox and Edward G. Robinson; and "The Sea Hawk", based on Rafael Sabatini's novel, with Errol Flynn, Brenda Marshall, Claude Rains, and Flora Robson. Publicity: Eve Siegel, CI. 6-1000.

Monday May 26

OPENING: "LOVE FOR LOVE" ROYALE THEATRE, 45TH ST. W. OF B'WAY
John C. Wilson and the Theatre Guild present John Gielgud's production of the witty Congreve comedy with John Gielgud, Cyril Ritchard, Pamela Brown, Robert Flemyng and George Hayes. Director: John Gielgud. Settings: Rex Whistler. Costumes: Jeannette Cochrane. Publicity: Willard Keefe, CI. 6-7492.

FASHION JOBS

JOBS WANTED

ASSISTANT TO STYLIST. Paris background in fashion. Experienced in merchandising, radio, cosmetics. Fluent French, and writing flair. JW-85

ASS'T TO FABRIC & FASHION COORDINATOR. 4 yrs art school, 1 yr fabric selling, 3 yrs bkgrnd history of textiles and fashion, lecture experience. JW-89

GRADUATES of well-known fashion merchandising school, conducted on college level, available in June. May be interviewed by appointment now. JW-90

PROMOTION DIRECTOR & FASHION COORDINATOR. Ten years of retail background; diversified experience in writing field; college graduate. Will travel. JW-91

YOUNG LADY WITH MERCHANDISING DEGREE, fashion conscious, desires position as ass't buyer or stylist. Buying exp in ready-to-wear mkt & NY dept store. JW-92

FASHION COORDINATOR. Experience in radio, modeling, fashion shows, theatre, desires break-in fashion job to do contact work. JW-93

YOUNG WOMAN with experience in copywriting and editorial work. College graduate, English major. Attractive. Wants editorial work magazine. JW-94

WHEN CONTACTING A BOX NUMBER,
PLEASE REFER TO THAT NUMBER,
c/o FASHION CALENDAR
44 West 52 Street
New York 19, N.Y.
(EL. 5-3998)

JOBS AVAILABLE

COPYWRITING--Experienced copywriter to do fashion writing and contact work for advertising agency. Work with fashion accounts. Salary $50. JA-105

SECRETARY--College graduate, typing, good stenographer, intelligent, attractive for large dress house executive. Salary $55. JA-106

SALES PROMOTION AND PUBLICITY. Growing young firm needs clever, capable person with thorough publicity and advertising background. JA-107

BUYER for fabric house. Experience in similar position--Merchandising background essential; also familiarity with dress field. JA-108

MERCHANDISING. Young woman, college graduate, clever, some secretarial experience, for break-in job in out-of-town store. JA-109

MODEL for furs--large wholesale firm. 5' 10", size 12. Must be experienced, attractive. Salary moderate. JA-110

PRICE OF 4-LINE INSERTION

Job Wanted.....$2.50
Job Available.....$5.00

Format: 4 lines of 39 characters to a line.

Deadline: Tuesday at 5:00 P.M.

All insertion orders must be accompanied by check or money order.